GOVERNMENT OF INDIA
HEALTH AND FAMILY WELFARE
LOK SABHA

UNSTARRED QUESTION NO:1004
ANSWERED ON:29.04.2016
Pictorial Warnings on Tobacco Products
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Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state:

Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state:

(a) whether the Government has amended the Packaging and Labelling Rules, 2008 to enforce the changes relating to pictorial warning messages on Tobacco products including Beedi and issued any notification in this regard and if so, the details thereof;

(b) whether the Government has received representations from the States/ public seeking relaxation for pictorial warning on cigarettes and Beedi packets;

(c) if so, the details thereof and the response of the Government thereto;

(d) the names of diseases caused by the usage of Tobacco products and the number of deaths reported upon, State/UT-wise during the last three years;

(e) whether the Government is planning to ban imported and fake cigarettes and other tobacco products which do not depict the mandatory pictorial warnings; and

(f) if so, the details thereof and if not, the reasons therefor?

Answer

THE MINISTER OF HEALTH AND FAMILY WELFARE
(SHRI JAGAT PRAKASH NADDA)
(a): Ministry of Health & Family Welfare notified the new health warnings through the Cigarettes and other Tobacco Products (Packaging and Labelling) Amendment Rules vide G.S.R-727 dated 15th October 2014. As per the new Rules, pictorial health warnings shall occupy at least eighty five percent (85%) of the principal display area of the package (85% includes 60% of pictorial health warning and 25% of textual health warning).
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Ministry of Health & Family Welfare [vide notification G.S.R-739(E) dated 24th September 2015] notified that the new Rules on pictorial health warnings would come into effect from 1st April 2016.
(b) & (c): Government has received communications both for and against the new Rules on pictorial health warning on cigarettes and Beedi packets.
The intent and purpose of the pictorial health warnings is to create awareness about the serious and adverse health consequences of tobacco usage among the youth, children, illiterate/semi-literate and the uninitiated, who are either the primary users of tobacco or who may be vulnerable to use tobacco products, so that they are empowered to make an informed choice about such use.
(d): As per the ICMR study "Assessment of Burden of Disease due to Non-Communicable Diseases (2006)", based on analysis of published literature till 2004, the risk of disease attributable to tobacco use was 78% for stroke, 65.6% for tuberculosis, 85.2% for ischemic heart disease, 52% for acute myocardial infarction, 43% for oesophageal cancer, and 16% for lung cancer, respectively. Essentially all body systems (Nervous, Respiratory, Digestive, Circulatory & Haematological, Immune, Endocrine & Metabolism, Excretory, Reproductive, Sensory, Cutaneous, and Skeletal) are affected by smoking. Consumption of smokeless tobacco products may cause oral cancer, pancreatic cancer, oesophageal cancer, cardiovascular diseases, chronic bronchitis (linked to use of snuff), low birth weight babies and stillbirths, reduced fertility in men, retarded wound healing, periodontal diseases, halitosis (bad breath), and oral infections.
Tobacco is the foremost preventable cause of death and disease in the world today. As per the report of Tobacco Control in India (2004), nearly 8-9 lakh people die every year due to diseases attributable to tobacco use. A nationally representative study on smoking and death in India (published in 2008) found that smoking causes a large and growing number of premature deaths in the country. The study estimated that in 2010, the annual number of deaths from smoking in India would be around 10 lakhs.
(e) & (f): As per Sections 7(2) and (3) of the Cigarettes and other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act 2003 (COTPA 2003), no tobacco products can be sold without the specified pack warnings.
Section 7(2) of the Act lays down as under:
"No person shall carry on trade or commerce in cigarettes or any other tobacco products unless every package of cigarettes or any other tobacco products sold, supplied or distributed by him bears thereon, or on its label, the specified warning."
Section 7(3) of the Act lays down as under:
"No person shall import cigarettes or any other tobacco products for distribution or supply for a valuable consideration or for sale in

India unless every package of cigarettes or any other tobacco products so imported by him bears thereon, or on its label, the specified warning."
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